

DRAFT: COMMUNITY SURVEYS

Residential and Commercial Customer Surveys

Surveys were conducted to assist with the development of program options for both the Zero Waste Plan and the new collection services agreement with Recology. The primary objectives of the surveys were to:

- Determine residents and businesses recycling and trash collection preferences
- Determine ways to increase recycling among residents and businesses
- Determine the public's willingness to pay for new or improved programs

Methodology

Residential: Postcards were mailed to 1,000 semi-randomly selected single-family¹ households (1-4 dwelling units) using cart service; and to 300 semi-randomly selected multi-family households (5 or more dwelling units) using bin service. The addresses were culled from the City's utility billing system records. Residents receiving the postcard were asked to visit a SurveyMonkey website to complete a 12 question single-family or a 14 question multi-family online survey. A small number of residents without internet access opted to take the survey over the telephone with City staff. Translation services were offered for the multi-family survey. The survey period was August 24 through September 8.

Commercial: Emails were sent to more than 1,000 businesses from lists maintained by the City Economic Development Division, the Chamber of Commerce and the Downtown Business Association. The Economic Development staff also "tweeted" the survey invitation. Although there were likely duplications between the mailing lists, individuals could only take the survey once. A link inviting businesses to take the 13 question survey was provided in the email.

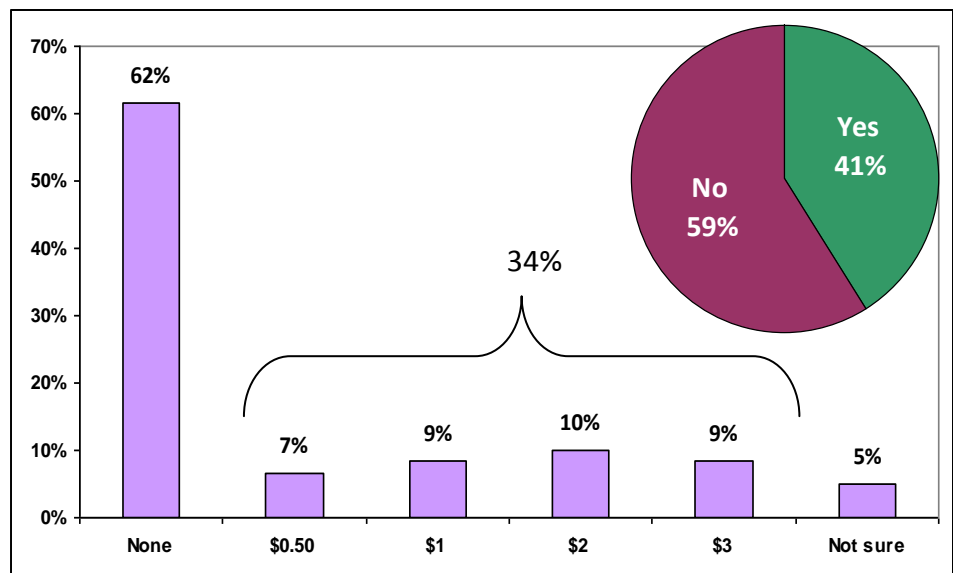
Note: *Charts may not add up to 100% due to statistical rounding.*

SINGLE-FAMILY RESIDENTIAL SUMMARY SURVEY RESULTS

212 residents completed the survey, a 21.2% rate of return. Not all respondents answered every question.

Weekly Recycling Service

- The majority of residents (59%) **are not** interested in weekly service (see comments below)
- 62% **are not** willing to pay more
- Of the 41% that are interested in weekly service, the ability to recycle more volume was cited as the first reason; and convenience of weekly service was second
- Of those willing to pay more for weekly recycling, 34% are willing to pay at least \$.50



¹ Mobilehomes, townhouses and condominiums are considered single-family dwellings if they have carts.

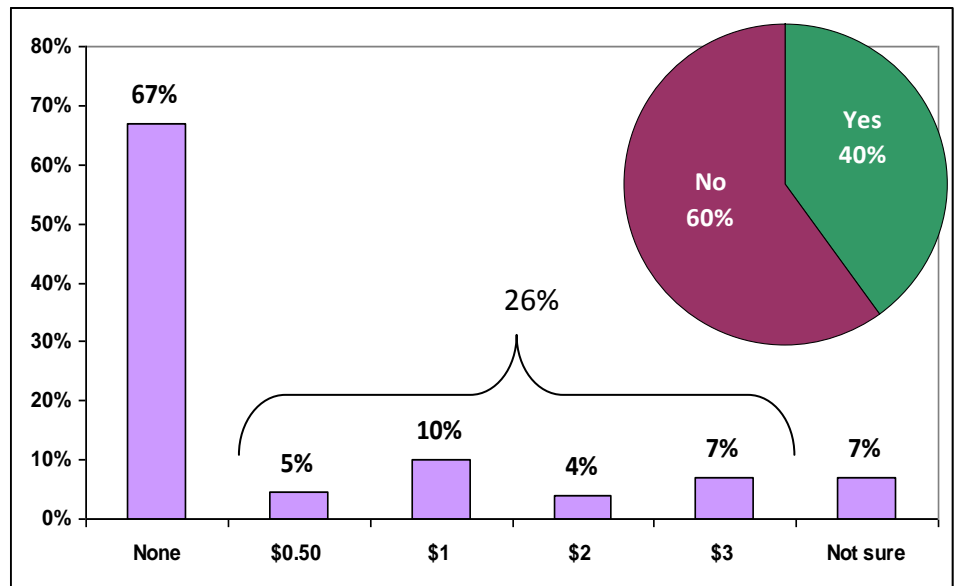
DRAFT: COMMUNITY SURVEYS

Survey Comments “No to Weekly Service” – 59%

- Majority said biweekly service is sufficient and people can always get a second cart
- Everything is fine, system works well
- Weekly would add more truck traffic, more noise, and air pollution
- Suggestion to add a weekly Fall Leaf Collection from October through January
- Weekly service might be required if adding more recyclables exceeds cart capacity
- Seniors on fixed incomes neither produce enough volume nor can pay any more on their utility bill
- All comments are attached

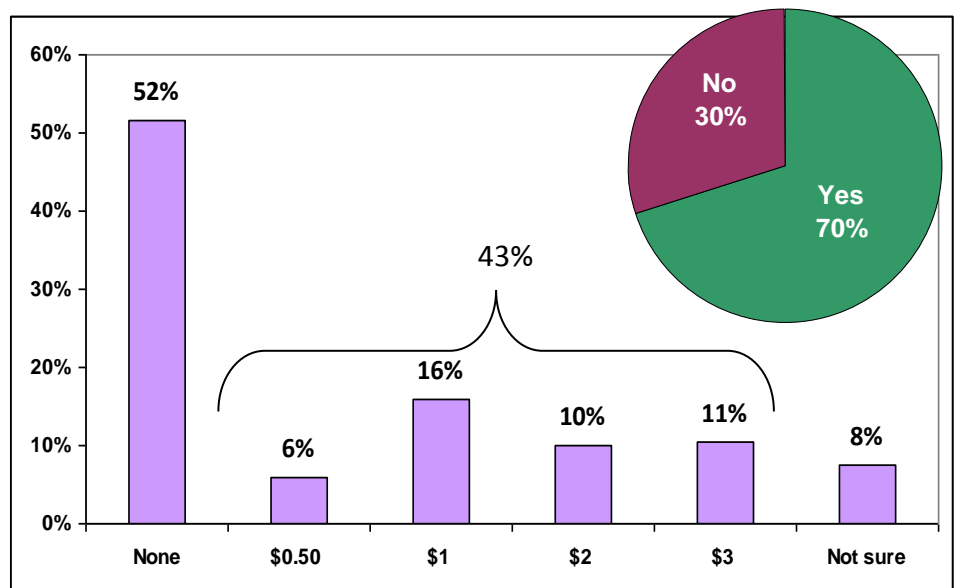
Weekly Yard Trimmings Service

- The majority of residents (60%) **are not** interested in receiving weekly yard trimmings service
- 67% **are not** willing to pay more for weekly yard trimmings collection services
- Of those willing to pay more for weekly service, 26% are willing to pay at least \$.50



Weekly Food Scraps Service

- The majority of residents (70%) **are** interested in participating in weekly food scraps with yard trimmings collection but 52% **are not** willing to pay more
- Of those willing to pay more for food scraps collection, 43% are willing to pay at least \$.50
- Of note is that 33% of the 70% of residents wanting food scraps service had previously indicated **no interest** in weekly yard trimmings collection. It is unclear if they changed their mind about weekly yard trimmings due to the addition of food scraps

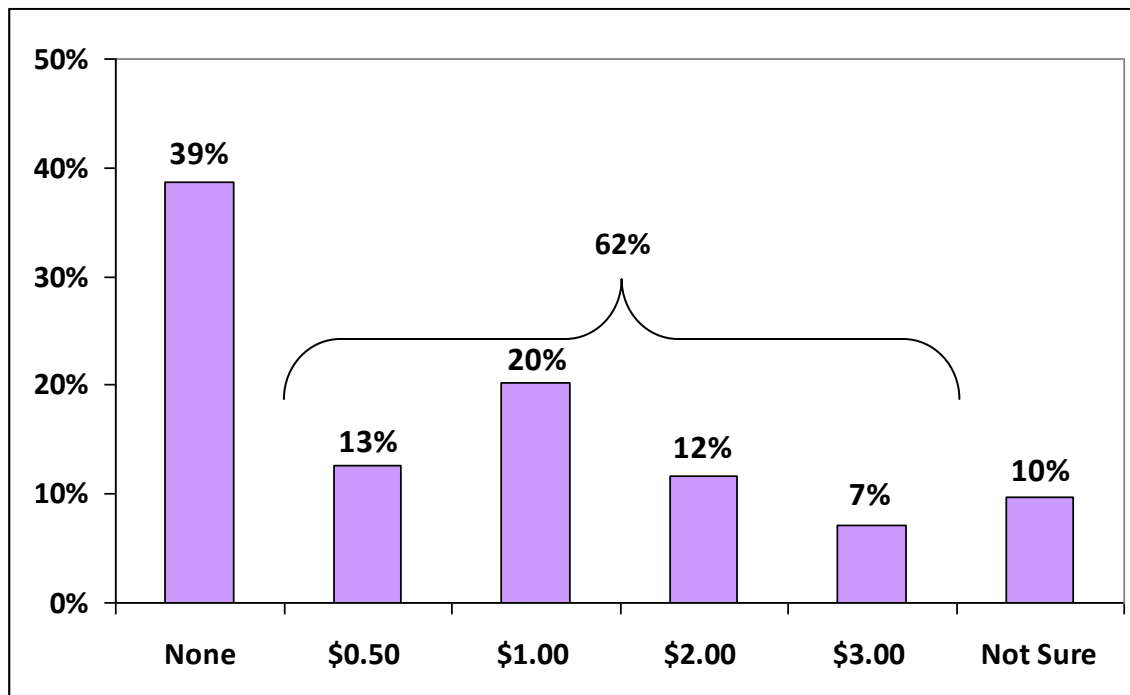
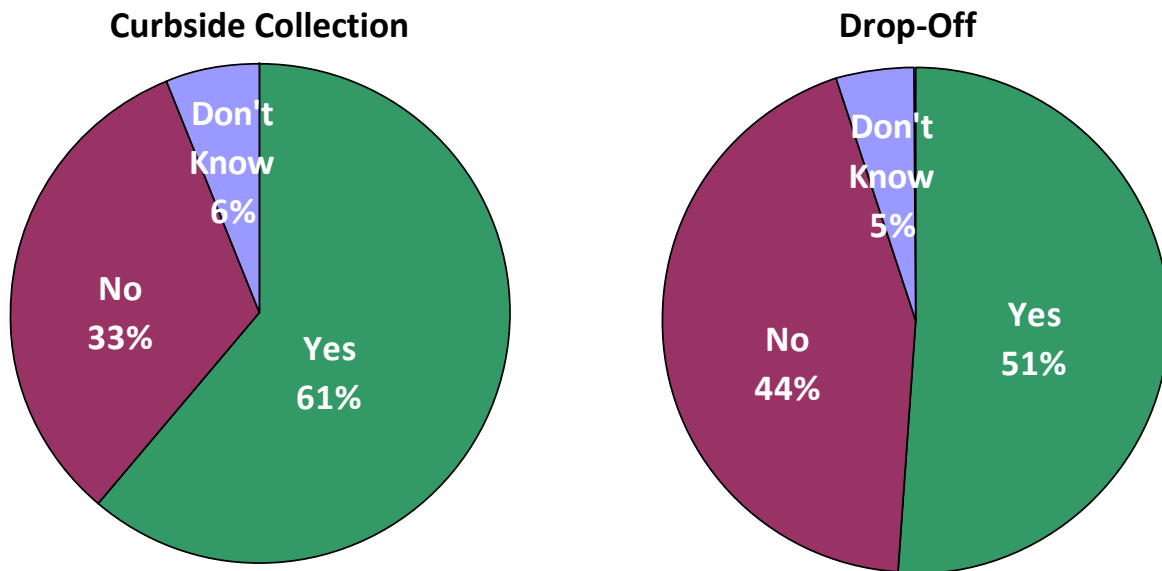


DRAFT: COMMUNITY SURVEYS

Recycling More Materials

Milk cartons, frozen food boxes, rigid plastics, clothing and scrap metal.

- A majority of residents **are interested** in recycling additional items, but 62% indicated they preferred curbside collection while 51% were interested in a drop-off program
- A majority of residents (62%) **are willing** to pay more each month to recycle additional items



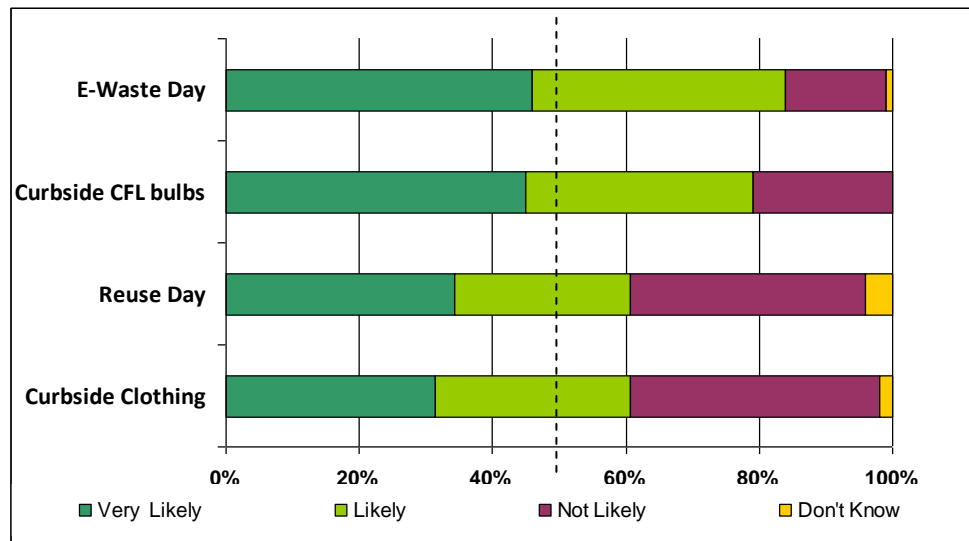
DRAFT: COMMUNITY SURVEYS

Recology Proposals

Over 50% of households reported they **are likely** to use the following services if offered at no extra charge. The most popular services desired are listed in order:

- E-Waste Day - local drop off of computers, cell phones, compact fluorescent bulbs, etc. (84%)
- Curbside collection of compact fluorescent bulbs (79%)
- Reuse Day - local drop off of gently used clothing, furniture, toys, books and pick up free compost (61%)
- Curbside collection of gently used clothing for donation (61%)

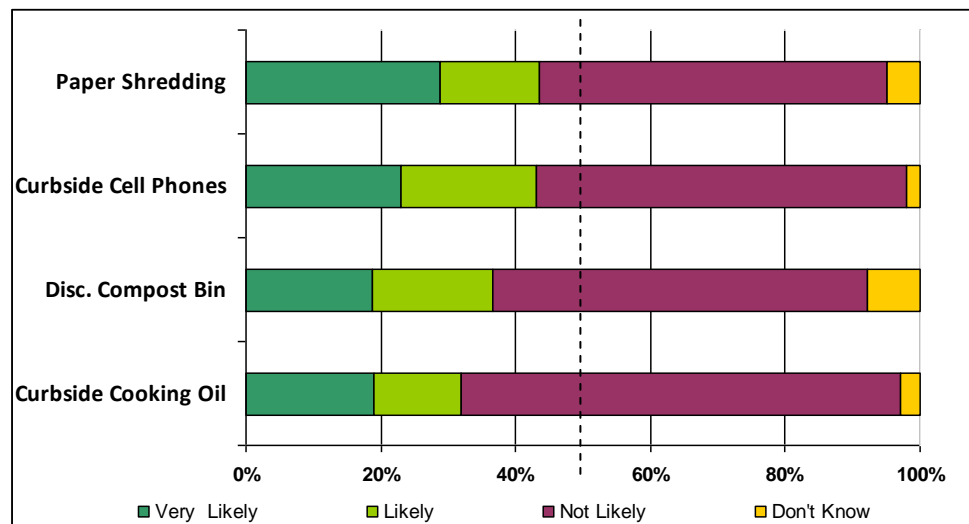
Very / Likely



Over 50% of residents reported they are **not likely** to use the following services, even if offered at no extra charge:

- Curbside collection of used cooking oil (65.2%)
- Curbside collection of cell phones (55.1%)
- Discounted price for backyard home composting bins (55.7%)
- Annual or semi-annual confidential paper shredding service (51.9%)

Not Likely

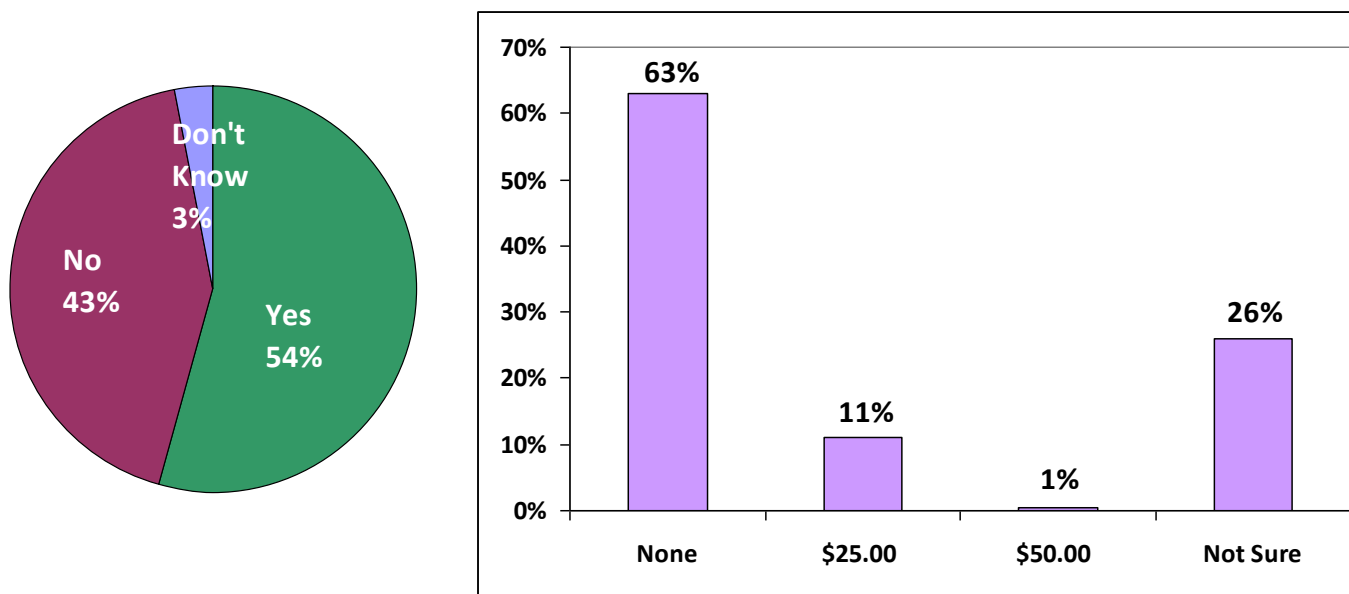


DRAFT: COMMUNITY SURVEYS

Household Hazardous Waste Services

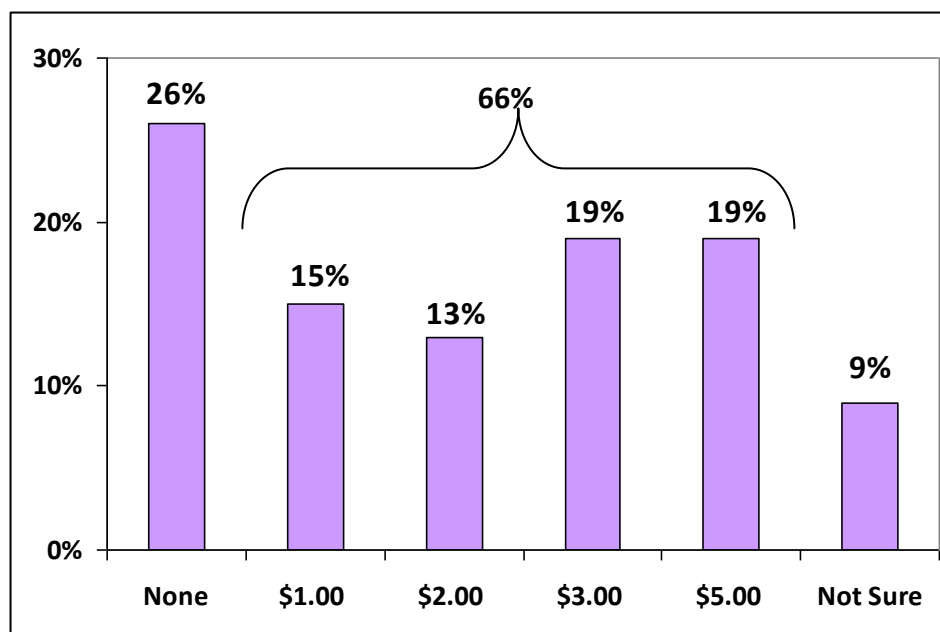
Pesticides, paint, solvents, cleaners

- Nearly 54% of residents **were likely** to participate in Household Hazardous Waste Collection by appointment at their “door”, but only 12% **are willing** to pay for such a service



Overall Willingness to Pay for New Services

- For **all** the new or improved services mentioned in the survey, 66% **are willing** to pay more on their utility bill

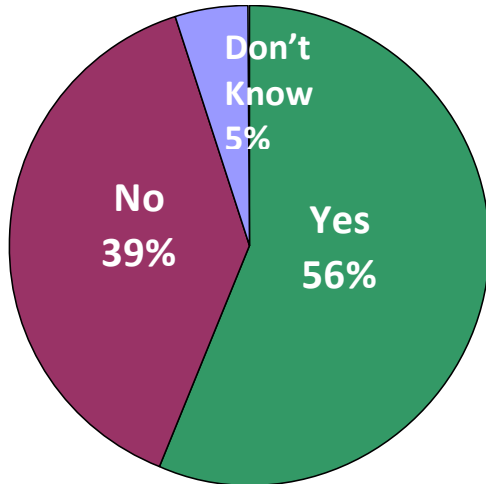


DRAFT: COMMUNITY SURVEYS

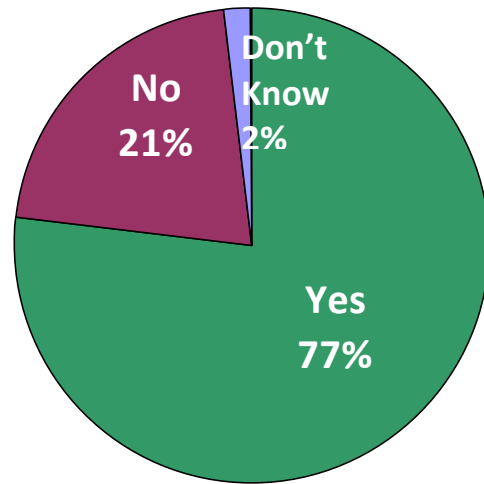
Ordinance Bans

- 56% of residents **are likely** to support an ordinance banning the use of single-use plastic bags
- A higher percentage of residents (77%) **are likely** to support a ban on the use of polystyrene take-out food packaging (e.g. styrofoam)

Single-Use Plastic Bags



Polystyrene Take-Out Packaging



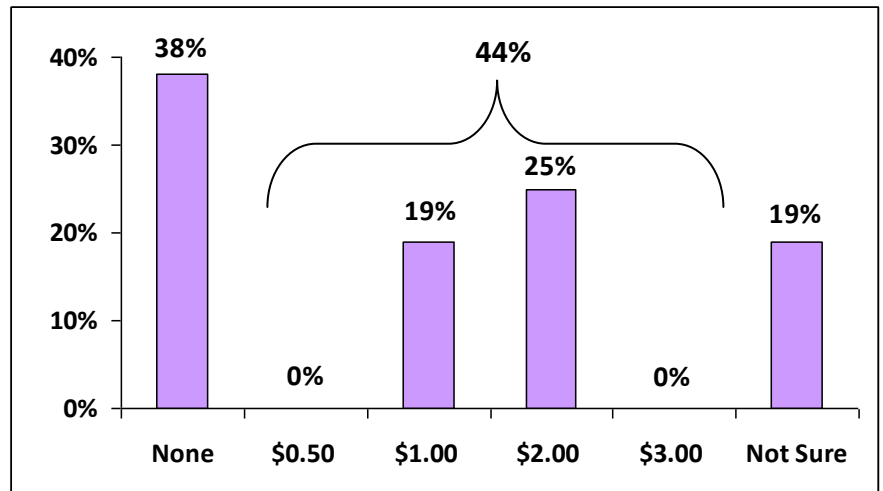
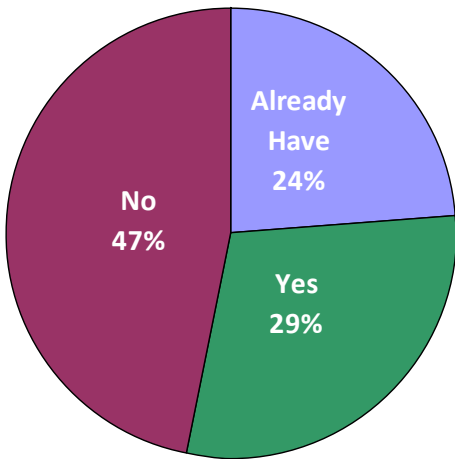
DRAFT: COMMUNITY SURVEYS

MULTI-FAMILY RESIDENTIAL SURVEY RESULTS

17 residents completed the multi-family residential services survey, a 5.6% rate of return. Translation services were offered. Not all respondents answered every question.

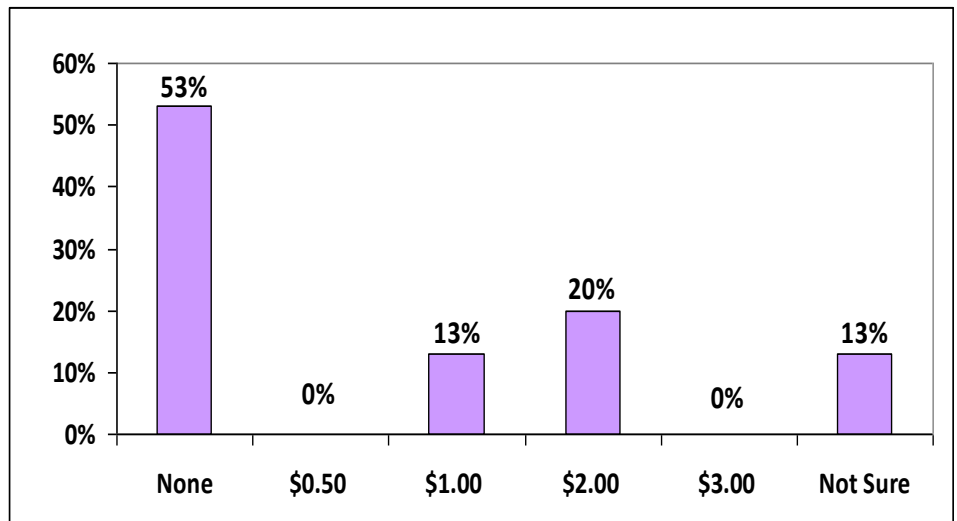
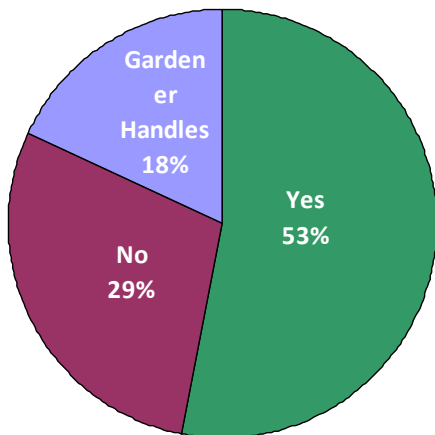
Weekly Recycling Service

- 71% (12) of multi-family residents **are not** interested (47%) or **already have** (24%) weekly recycling
- 44% **are willing** to pay for weekly service, compared to 38% “none” and 19% “not sure”



Weekly Yard Trimmings Service

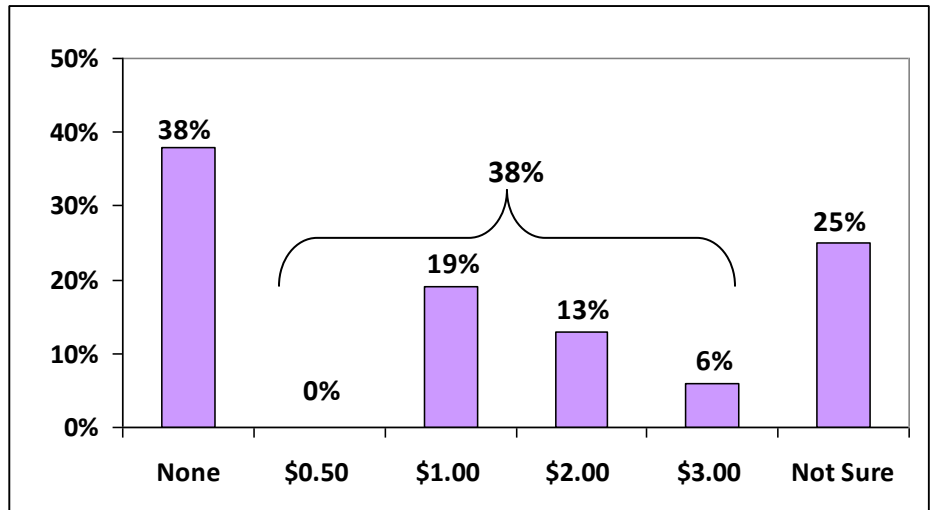
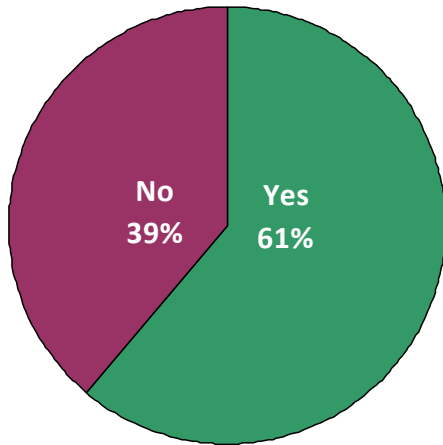
- 53% of the multi-family residents thought their complex **are interested** in yard trimmings collection
- 29% responded that the complex **are not interested** and 18% said the gardeners already handle it
- 53% are **not willing** to pay more per month



DRAFT: COMMUNITY SURVEYS

Weekly Food Scraps Service

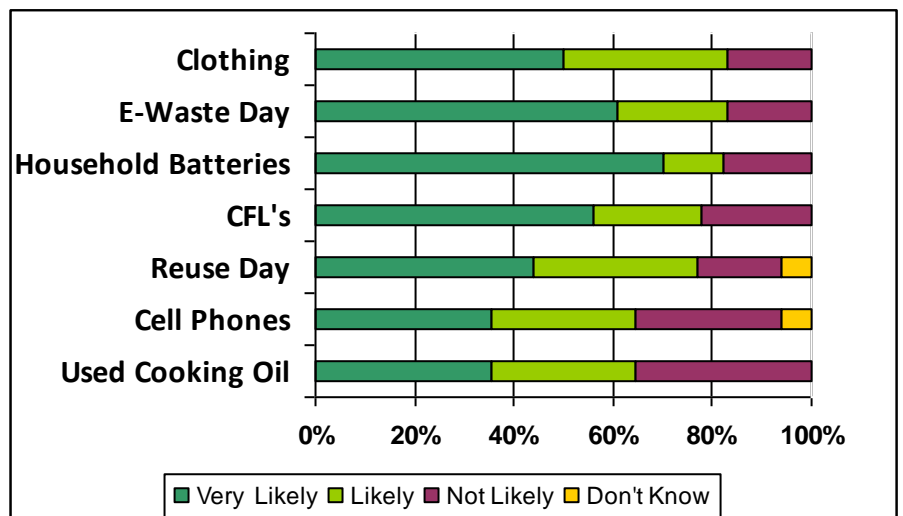
- Food scraps collection – 61% of multi-family residents **are likely** to participate, but split on whether to pay for it (38% none and 38% pay some amount), and 25% were not sure



Recology Proposals

A high percentage of multi-family residents (65% - 83%) reported they are likely to use the following services at no extra charge:

- Curbside collection of gently used **clothing** for donation
- Annual or Semi-annual **E-Waste Day** (local drop off of computers, cell phones, CFLs compact fluorescent bulbs, etc.)
- Curbside collection of **household batteries**
- Curbside collection of **CFLs** compact fluorescent bulbs
- Annual or Semi-annual **Reuse Day** (local drop off of gently used clothing, furniture, toys, books and pick up free compost)
- Collection of **cell phones**
- Collection of **used cooking oil**



Most respondents are **not interested** in paper shredding services (47%), holiday tree collection (59%), or discounted backyard composting bins (72%).

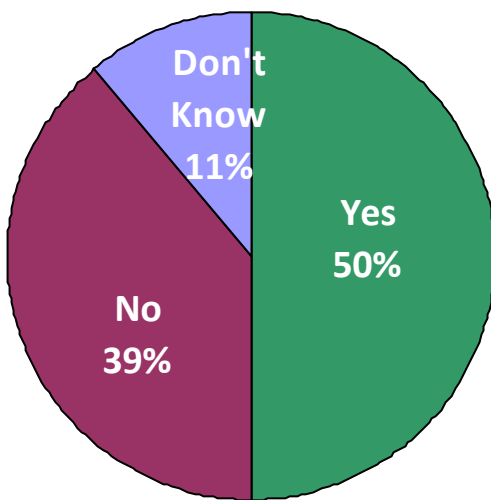
DRAFT: COMMUNITY SURVEYS

Recycling More Materials

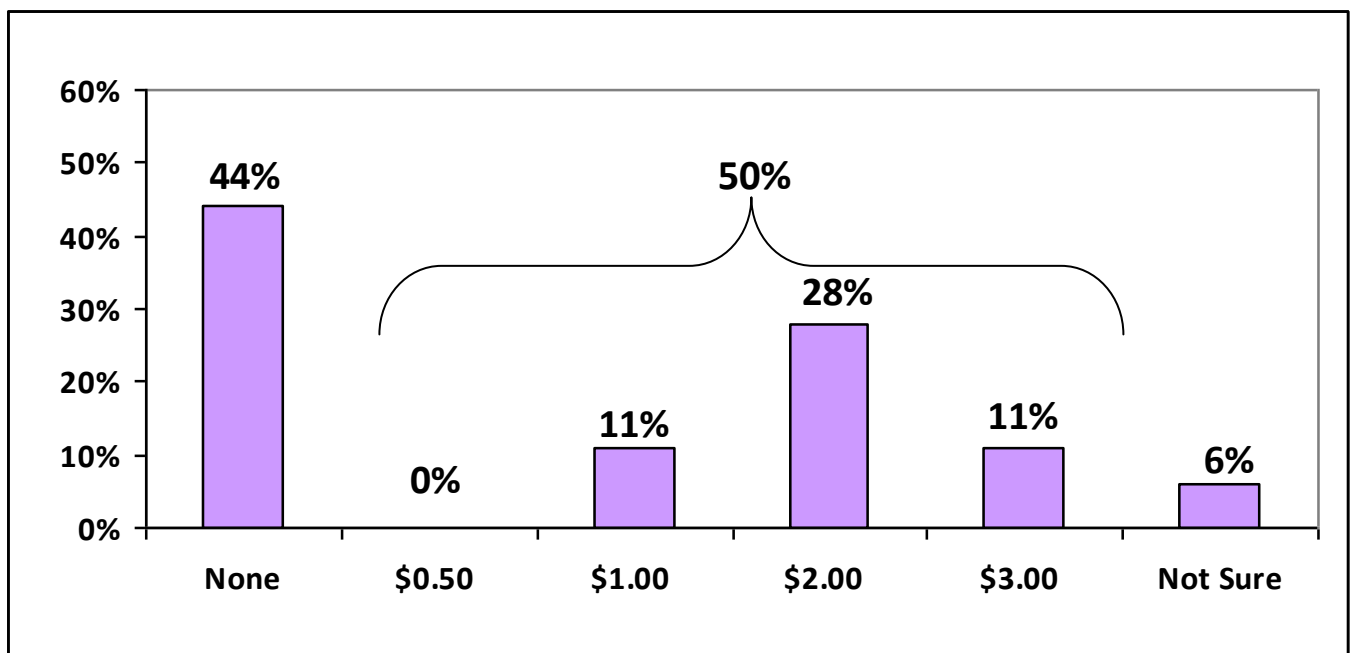
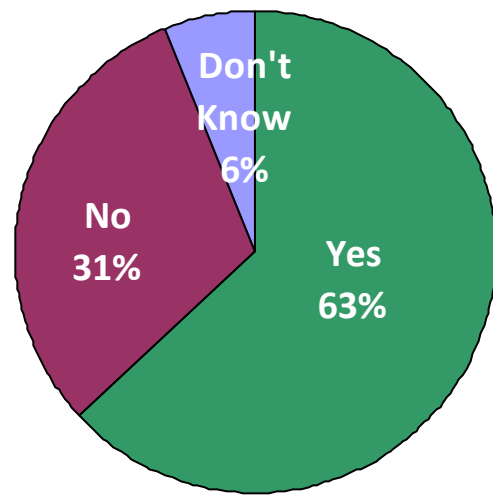
Milk cartons, frozen food boxes, rigid plastics, clothing and scrap metal

- A majority of multi-family residents are interested in recycling additional items
- 50% expressed interest in recycling more items at curbside, whereas 63% of residents responding expressed interest in a drop off location for recycling extra recyclables
- Half of those responding are willing to pay \$.50 - \$3 more per month for these services

Curbside Collection



Drop Off

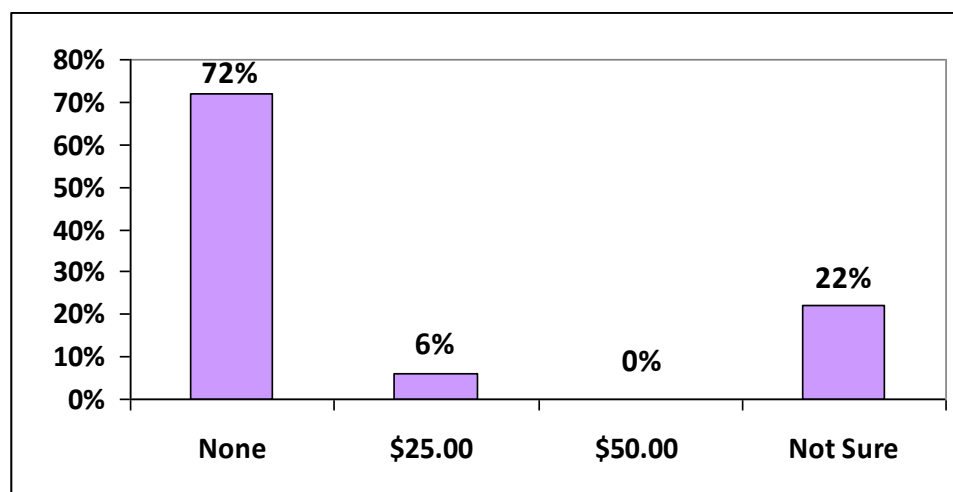
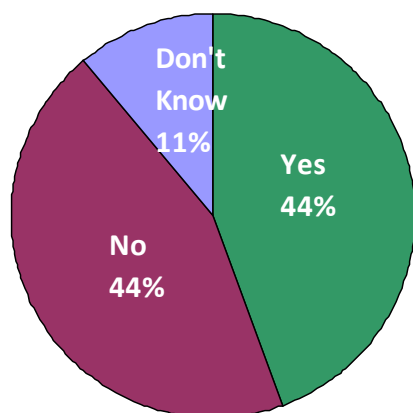


DRAFT: COMMUNITY SURVEYS

Household Hazardous Waste Services

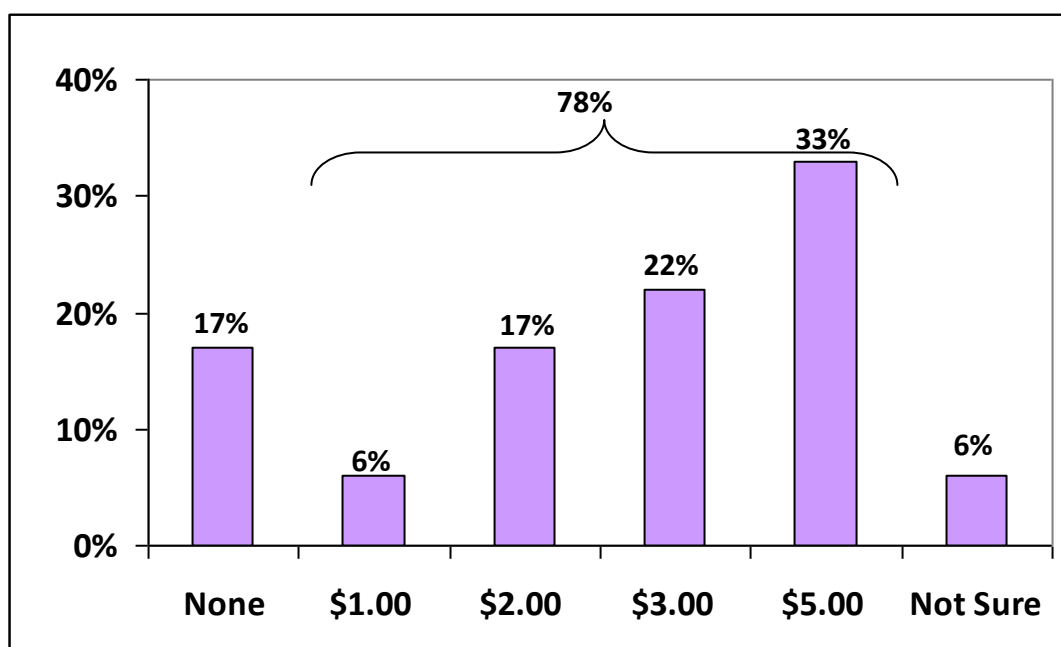
Pesticides, paint, solvents, cleaners

- An equal number of multi-family residents (44%) **are likely** to participate in Household Hazardous Waste Collection by appointment at your “door” as were those that weren’t interested
- 72% are **not willing** to pay for the service



Overall Willingness to Pay for New Services

- For **all** the new or improved services mentioned in the survey, the majority of multi-family residents (78%) **are willing** to pay \$1 to \$5 more per month

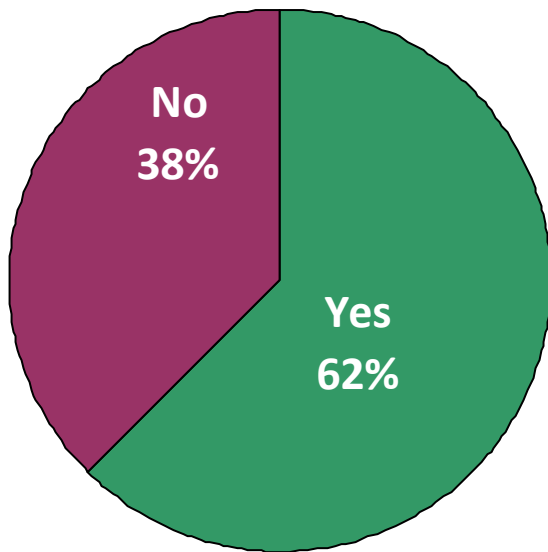


DRAFT: COMMUNITY SURVEYS

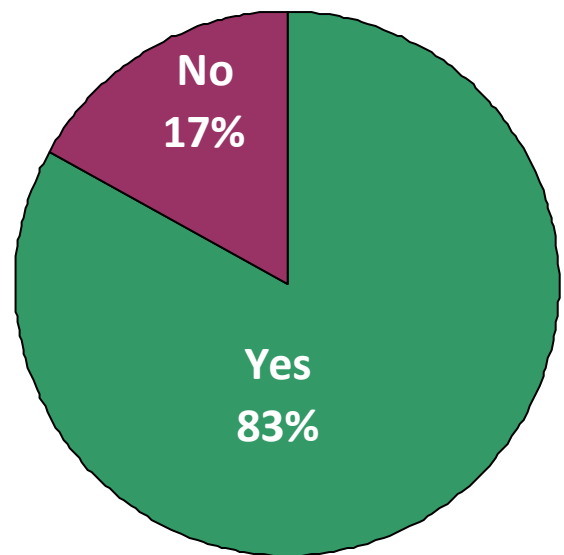
Ordinance Bans

- 62% of multi-family residents are likely to support an ordinance banning the use of single-use plastic bags
- A higher percentage of residents (83%) are likely to support a ban on the use of polystyrene take-out food packaging (e.g. styrofoam)

Single-Use Plastic Bags



Polystyrene Take-Out Packaging



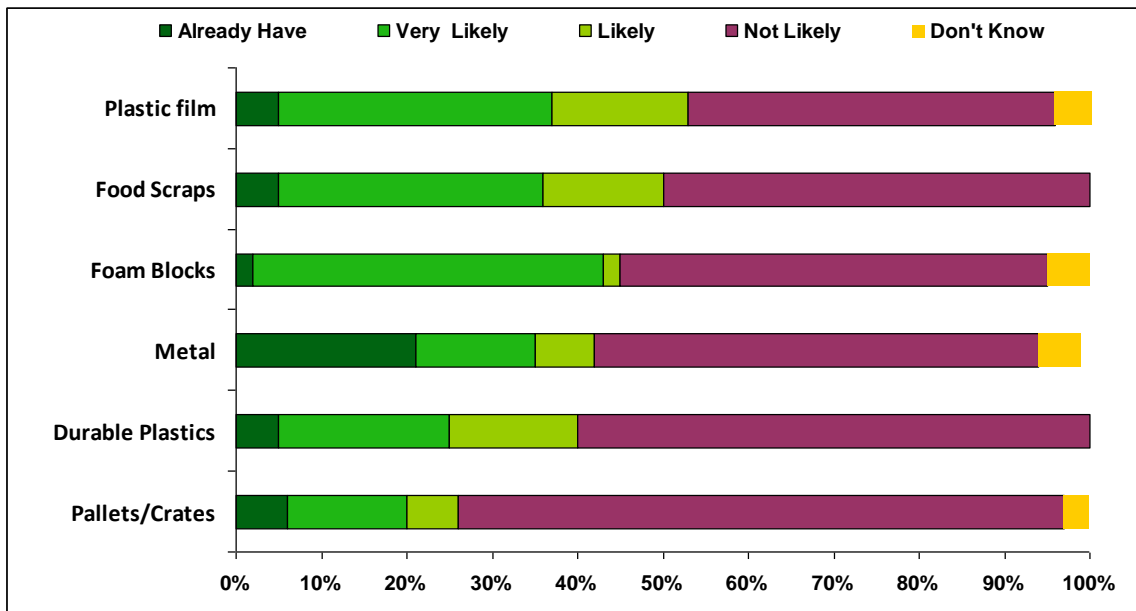
DRAFT: COMMUNITY SURVEYS

BUSINESS SURVEY RESULTS

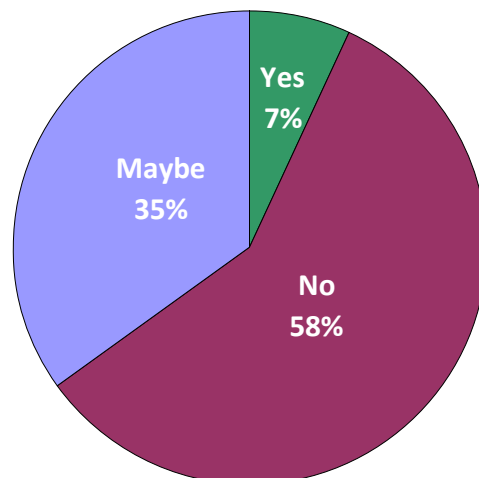
A total of 64 businesses completed some portion of the survey. Nearly half of the respondents represented office buildings, 25% represented retail and food services.

Recycling More Materials

- 43% - 48% are **likely** or **very likely** interested in recycling plastic film, food waste/organics and foam blocks as additional materials (light and medium green on chart)
- Metal is already recycled by 22% (dark green on chart)
- Durable plastics, pallets and crates are over 60% **unlikely** to have interest in adding for collection (maroon)



- Of the respondents, 58% **are not willing** to pay more for food waste/organics collection, but 42% responded “maybe” or “yes”



DRAFT: COMMUNITY SURVEYS

Technical Assistance

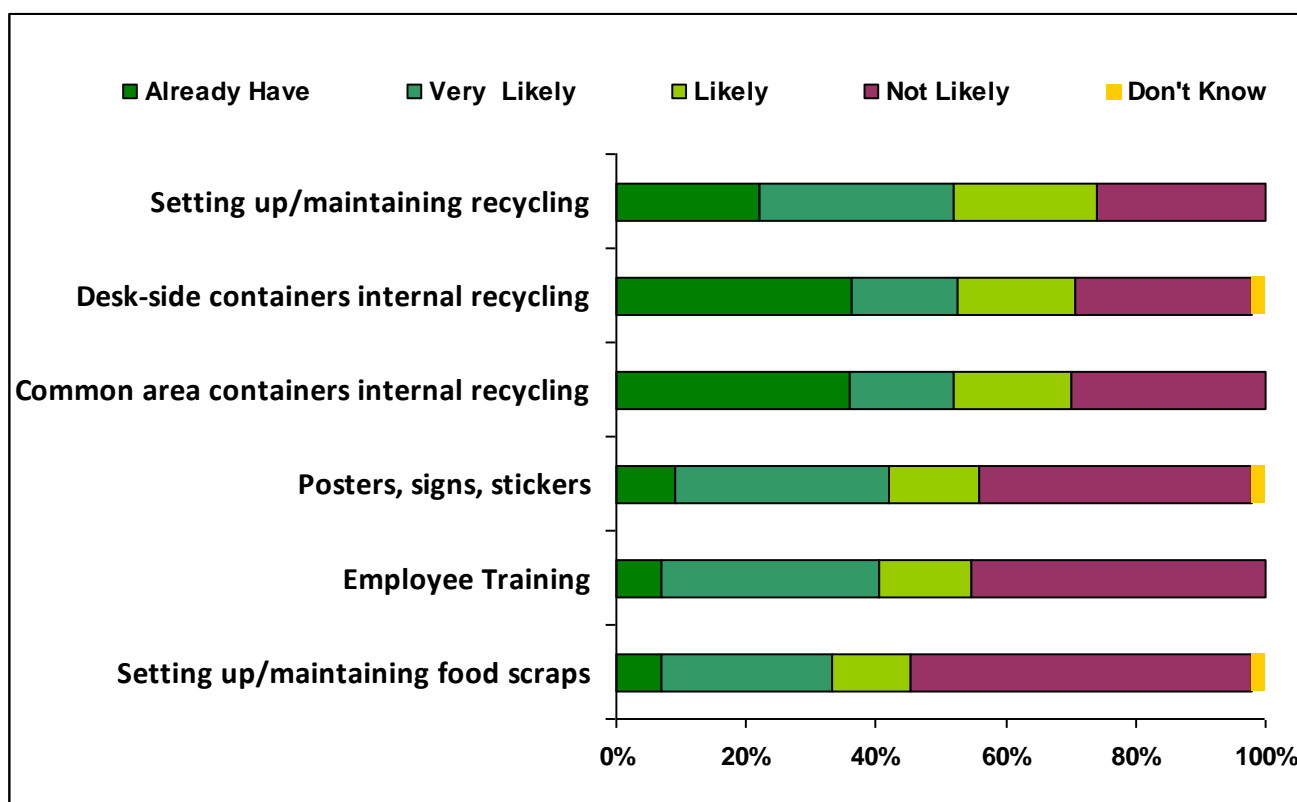
Businesses were **most interested** in assistance with the following provided at no charge:

- Setting up and maintaining recycling programs
- Employee training in recycling or food waste/organics programs
- “How to recycle/compost” posters, signs and stickers

Internal Containers

Respondents reported a fairly high rate (36%) of **already using** desk-side containers for recycling as well as **having** common area containers for internal recycling collection.

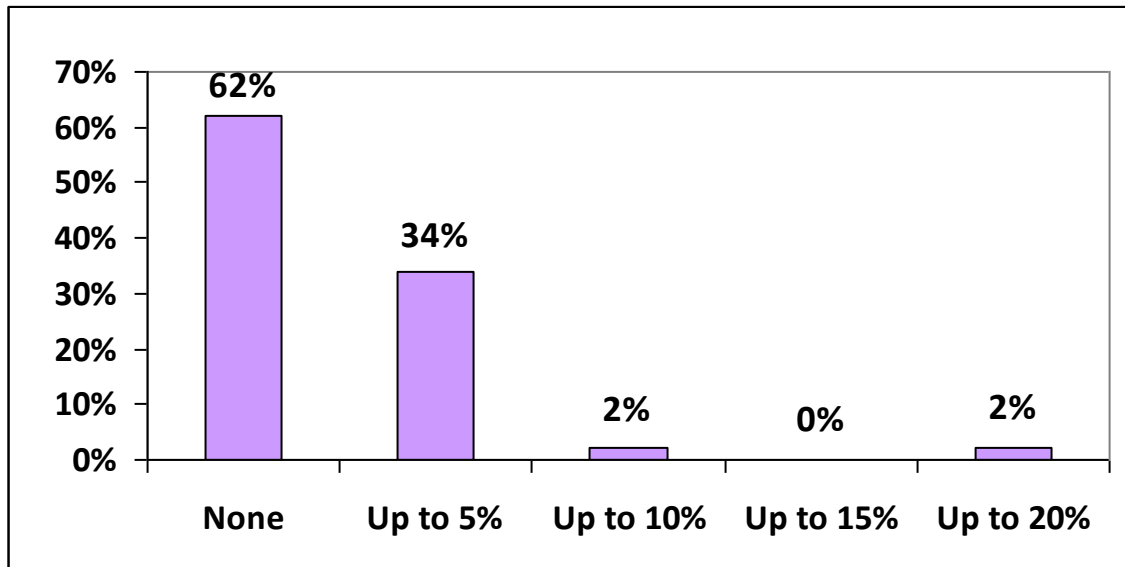
The City’s current business recycling program provides up to 50 desk-side containers under a limited State grant, and provides the business with vendor information to order more.



DRAFT: COMMUNITY SURVEYS

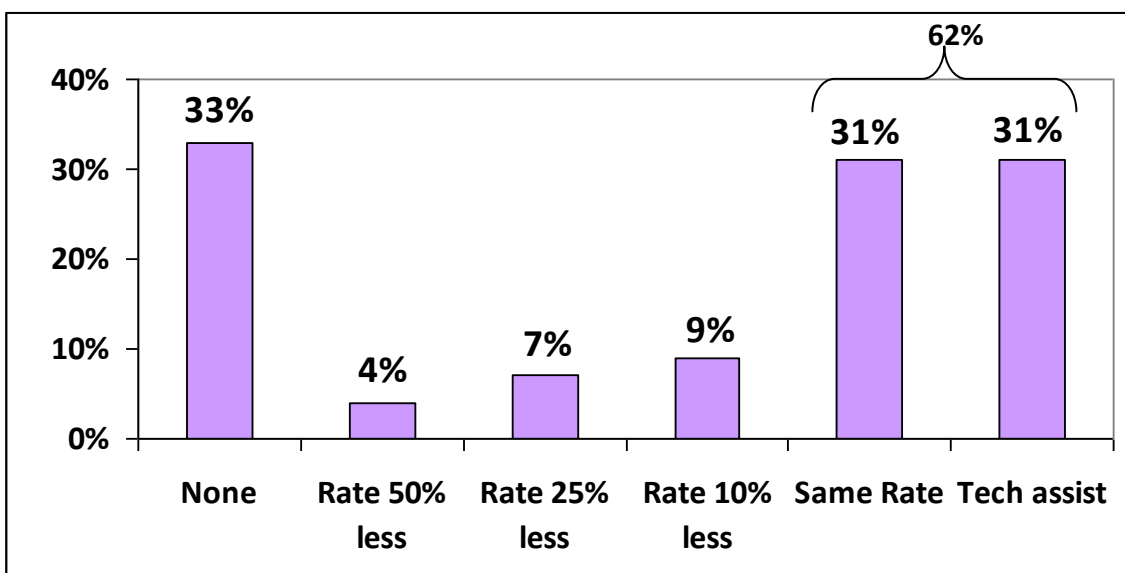
Overall Willingness to Pay for New Services

- The majority of businesses (62%) **are not willing** to pay more for improved trash, recycling and food waste/organics services, but 34% **are willing** to pay up to 5% more per month



Food Waste/Organics Program

- To encourage participation in food waste/organics programs, the majority of businesses indicated that charging rates equal to or less than trash, and receiving technical assistance, would be best.

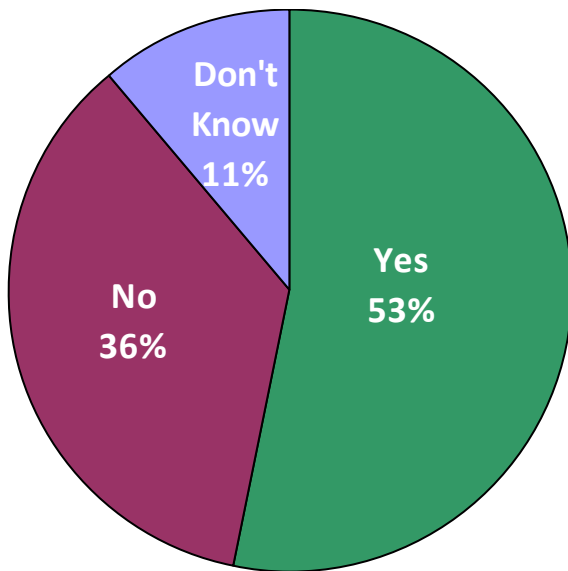


DRAFT: COMMUNITY SURVEYS

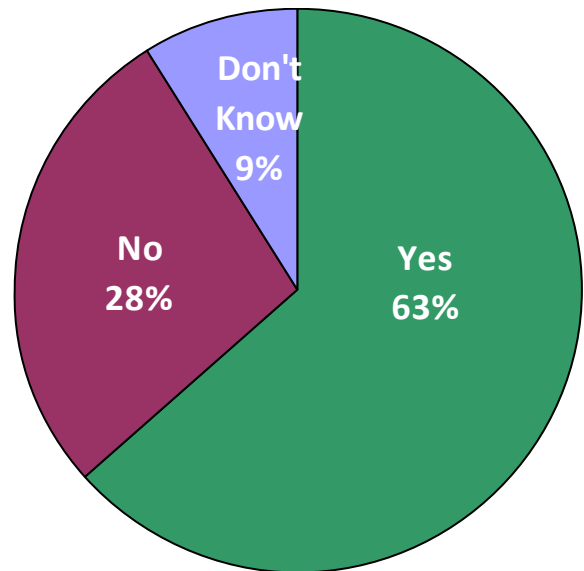
Ordinance Bans

- 53% of businesses **are likely** to support an ordinance banning the use of single-use plastic bags
- A higher percentage of businesses (63%) **are likely** to support a ban on the use of polystyrene take-out food packaging (e.g. styrofoam)

Single-Use Plastic Bags



Polystyrene Take-Out Packaging



**PAGE INTENTIONALLY LEFT BLANK AND
NOT PAGE NUMBERED**